

To: WAAF Westborough MA
WAAF-HD1 Westborough MA
WKAF Brockton MA
WKAF-HD1 Brockton MA
WWEI-HD2 Easthampton MA Public File

From: Kerry Popp, Producer

Phil Zachary, VP/Market Manager, Entercom- Boston

Re: Public Affairs Quarterly Report

For: 3rd Quarter 2015 (July-September)

Date: October 6, 2015

This quarter, the radio stations listed above identified the following as community issues:

1. **Arts & Culture**
2. **Community Awareness**
3. **Current Events**
4. **Education**
5. **Health**
6. **History/Politics**
7. **Personal Well-Being**

An average of 585 minutes per week were devoted this quarter for public affair issues. The radio stations listed above identified these issues through on-air awareness, fundraising, and the public affairs program, Q&A. The following is a complete list of topics aired during the 3rd Quarter of 2015.

1. **Arts & Culture** - Includes the issues of photography, literature, music, and cultural history.
2. **Community Awareness** - Includes the issues of local law/politics and the local music scene.
3. **Current Events** - Includes the issues of racist images and big business tactics.
4. **Education** - Includes the issue of marketing to children.
5. **Health** - Includes the issues of high cholesterol, Diabetes, high blood pressure, skin cancer, Lyme disease, food safety, cardiovascular health, nutrition, Arthritis, exercise, Carpal Tunnel Syndrome, Sarcoidosis, and Aplastic Anemia.
6. **History/Politics** - Includes the issues of anthropology, political opinion media, national law/politics, redistricting process, and women in advertising.
7. **Personal Well-Being** - Includes the issues of parenting, balancing family & work, ADD/ADHD, depression, relationships, vision health, and fitness.

ARTS & CULTURE

Topic: Heal This Way

Program: Commonwealth Journal

Guest: Tracey B. Wilson, Author of Heal This Way-A Love Story

Length: 27:32

Aired: July 12, 2015, 6:00 AM

Topic: All Souls

Program: Commonwealth Journal

Guest: Michael Patrick McDonald, Author of All Souls: A Family Story from Southie

Length: 29:00

Aired: July 26, 2015, 5:30 AM

Topic: A Conversation with Harry Belafonte

Program: Commonwealth Journal

Guest: Harry Belafonte, Musician, Author of My Song: A Memoir of Art, Race, and Defiance

Length: 27:56

Aired: August 16, 2015, 6:00 AM

Topic: A Conversation with Author Maxine Hong Kingston

Program: Commonwealth Journal

Guest: Maxine Hong Kingston, Author of The Woman Warrior

Length: 27:44

Aired: September 13, 2015, 6:00 AM

Topic: The Surprisingly Short History of Heterosexuality

Program: Commonwealth Journal

Guest: Hanne Blank, Author of Straight: The Surprisingly Short History of Heterosexuality

Length: 28:34

Aired: September 20, 2015, 6:00 AM

COMMUNITY AWARENESS

Topic: A Conversation with Robert Quinn

Program: Commonwealth Journal

Guest: Robert Quinn, Former Massachusetts Attorney General and Founder of UMass Boston

Length: 28:23

Aired: August 16, 2015, 6:00 AM

Topic: Alternative Hip Hop

Program: Commonwealth Journal

Guest: Akrobatik, Rapper from Dorchester

Length: 28:22

Aired: September 6, 2015, 6:00 AM

CURRENT EVENTS

Topic: Confronting Racist Images

Program: Commonwealth Journal

Guests: Michael Taylor, Author of Contesting Constructed Indian-ness: The Intersection of the Frontier, Masculinity, and Whiteness in Native American Mascot Representations; Anthony Harkins, Author of Hillbilly: A Cultural History of an American Icon; "Jack" John Kuo Wei Tchen, Co-author of Yellow Peril!: An Archive of Anti-Asian Fear

Length: 28:10

Aired: August 2, 2015, 6:00 AM

Topic: Coca-Cola: The Dirty Truth Behind the World's Favorite Soft Drink

Program: Commonwealth Journal

Guest: Michael Blanding, Author of The Coke Machine: The Dirty Truth Behind the World's Favorite Soft Drink

Length: 27:32

Aired: August 9, 2015, 5:30 AM

EDUCATION

Topic: Marketing to Children

Program: Commonwealth Journal

Guest: Susan Linn, Author of Consuming Kids: Protecting Our Children from the Onslaught of Marketing & Advertising

Length: 28:10

Aired: August 9, and September 27, 2015, 6:00 AM

HEALTH

Topic: A Chronic Situation

Program: Project Health Radio

Guests: Beverly Kaski, Medco Specialist Pharmacist; Mark Spitz, Olympic Champion on controlling his high cholesterol; Bob Beaman, Olympic Champion on controlling his diabetes and high blood pressure

Length: 29:00

Aired: July 5, 2015, 5:30 AM

Topic: Summer Safety

Program: Project Health Radio

Guests: Dr. Jeffrey Lauber, Dermatologist at the Advanced Skin Surgery Center in Orange County, California on sunscreen; Emily Zielinski-Gutierrez of the CDC in Atlanta, Georgia on pests and Lyme disease; Dr. Cass Ingram, Author of Natural Cures for Killer Germs on food safety

Length: 29:00

Aired: July 19, 2015, 5:30 AM

Topic: Daily Discipline

Program: Project Health Radio

Guests: Dr. Jay Alexander, Cardiologist on cardiovascular health; Jon Gordon, Author of The Energy Bus: 10 Rules to Fuel Your Life, Work, and Team with Positive Energy; Chef Paul Geseland of Legoland on eating right in the summer especially when at an amusement park

Length: 29:00

Aired: August 16, 2015, 5:30 AM

Topic: Of Joint Interest

Program: Project Health Radio

Guests: Dr. Rocco Monto, Member and Spokesperson for the American Academy of Orthopaedic Surgeons on joints and exercise; Dr. Henry McCarol, Spokesperson for the American Academy of Orthopaedic Surgeons on carpal tunnel syndrome; Dr. John Klippel, President and CEO of the Arthritis Foundation

Length: 29:00

Aired: August 23, 2015, 5:30 AM

Topic: Light and Shadows

Program: Project Health Radio

Guests: Yvonne Green, CDC-Office of Women's Health on college kids staying healthy; Dr. Daniel Culver of the Cleveland Clinic on Sarcoidosis (inflammatory disease); Steve Janowick, his wife's suffers from Aplastic Anemia

Length: 29:00

Aired: September 20, 2015, 5:30 AM

Topic: Diabetes

Program: Project Health Radio

Guests: Dr. Aaron Kowalski, Director of the Juvenile Diabetes Research Foundation; Amy Franz, Executive Director of the JDRF on Walk to Cure

Diabetes; Ron Santo, Former Member of the Chicago Cubs, Broadcaster, and Diabetic

Length: 29:00

Aired: September 27, 2015, 5:30 AM

HISTORY/POLITICS

Topic: The Death of Prehistory

Program: Commonwealth Journal

Guest: Stephen A. Mrozowski, Co-author of The Death of Prehistory, Director of the Fiske Center for Archaeological Research and Department of Anthropology at UMass Boston

Length: 28:21

Aired: July 5, 2015, 6:00 AM

Topic: The Outrage Industry

Program: Commonwealth Journal

Guest: Jeffrey Berry, Co-author of The Outrage Industry: Political Opinion Media and the New Incivility

Length: 26:54

Aired: July 19, 2015, 6:00 AM

Topic: A Conversation with Mo Cowan

Program: Commonwealth Journal

Guest: William Maurice "Mo" Cowan, Former US Senator from Massachusetts

Length: 27:42

Aired: July 26, 2015, 6:00 AM

Topic: Drawing Democracy

Program: Commonwealth Journal

Guest: Malia Lazu, Project Director for the Drawing Democracy Project on influencing the redistricting process

Length: 26:45

Aired: August 23, 2015, 6:00 AM

Topic: The Image of Women in Advertising Has Not Changed After 30 Years

Program: Commonwealth Journal

Guest: Jean Kilbourne, Feminist Author and Filmmaker

Length: 28:35

Aired: September 6, 2015, 5:30 AM

PERSONAL WELL-BEING

Topic: The Balancing Act

Program: Project Health Radio

Guests: Lisa Dunning, Author of Good Parents, Bad Parenting and Family Marriage Therapist on balancing family and work; Christina Goyanas of Women's Health Magazine; Jim Bird, CEO of WorkLifeBalance.com

Length: 29:00

Aired: July 12, 2015, 5:30 AM

Topic: The People Show

Program: Project Health Radio

Guests: Ann Kochenberger, Co-author of Out of Focus...Again: A Journey from Depression to Recovery through Courage, Love and Commitment; Dr. Paul Dobransky, Author of The Secret Psychology of How We Fall in Love: Dr. Paul's 9 Proven Steps to Lasting Love; Pam O'Brien, Executive Editor of Fitness Magazine on the topic "Are your friends making you fat?"

Length: 29:00

Aired: August 2, 2015, 5:30 AM

Topic: ADD/ADHD

Program: Project Health Radio

Guests: Dr. Steven Pherone, Director of Medical Genetics and State University of New York's Upstate Medical University on adolescent psychiatry research; Jane Fendelman, Counselor and Author of Raising Humane Beings; Dr. David Rabner of Duke University on living day-to-day with ADHD

Length: 29:00

Aired: August 16, 2015, 5:30 AM

Topic: Exercise Effectively

Program: Project Health Radio

Guests: Dr. Gordon Neuber, Surgeon at Northwest Orthopedic Institute on moving your outdoor routine indoors; Dr. Herman Sloan of Sloan Vision Center on how to protect your eyes when cycling or during sporting activities

Length: 29:00

Aired: September 13, 2015, 5:30 AM

COMMUNITY FORUM

Topic: CPR Certification Course (July)

Organization: Health Ed of New England

Time: 00:30

Aired: July 5, 2015

Topic: Tips for Planning Your Perfect Wedding

Organization: Better Business Bureau

Time: 00:60

Aired: July 5, 2015

Topic: Against the Tide Swim, Kayak, Walk or Run Event

Organization: Massachusetts Breast Cancer Coalition

Time: 00:30

Aired: July 5, 12, August 2, 2015

Topic: Job Training & Employment

Organization: Goodwill

Time: 00:30

Aired: July 5, 26, August 2, 23, September 20, 2015

Topic: Home Improvement Scams

Organization: Better Business Bureau

Time: 00:60

Aired: July 12, 2015

Topic: Air Force Association Golf Tournament, Luncheon, Raffle

Organization: Air Force Association, Deployed Military Personnel, Families and the New England Shelter for Homeless Veterans

Time: 00:30

Aired: July 12, 19, 26, 2015

Topic: Medical Grants for Children

Organization: UnitedHealthcare Children's Foundation

Time: 00:30

Aired: July 12, August 9, 23, September 13, 27, 2015

Topic: Boarding Your Furry Friend this Summer

Organization: Better Business Bureau

Time: 01:30

Aired: July 19, 2015

Topic: July is the Importance of Hydration Month

Organization: Entercom's Tune Into Wellness

Time: 00:60

Aired: July 19, 2015

Topic: CPR Certification Course (August)

Organization: Health Ed New England

Time: 00:30

Aired: July 26, August 2, 2015

Topic: Manatees Up for Adoption

Organization: Save the Manatee Club

Time: 00:30

Aired: July 26, August 16, September 13, 2015

Topic: Job Training & Employment

Organization: Goodwill

Time: 00:30

Aired: August 2, 23, September 20, 2015

Topic: Better Boating

Organization: Renewable Fuels Association

Time: 00:30

Aired: August 9, 2015

Topic: It's Back! Scammers Impersonate the IRS

Organization: Better Business Bureau

Time: 02:00

Aired: August 9, 2015

Topic: The Importance of Saving for College Early

Organization: College Savings Plans Network

Time: 00:30

Aired: August 9, September 13, 2015

Topic: Chelmsford Free to Breathe 5K Run/Walk

Organization: Free to Breathe (Lung Cancer)

Time: 00:30

Aired: August 16, 23, 2015

Topic: Tips for Car Rentals

Organization: Better Business Bureau

Time: 00:60

Aired: August 16, September 27, 2015

Topic: Back to School Shopping Tips

Organization: Better Business Bureau

Time: 00:60

Aired: August 23, 2015

Topic: Screen for Life: National Colorectal Cancer Action Campaign

Organization: US Department of Health and Human Services, Centers for Disease Control and Prevention

Time: 00:30

Aired: August 30, 2015

Topic: Cool Ways for Older Adults to Beat the Heat

Organization: US Administration on Aging

Time: 00:30

Aired: August 30, 2015

Topic: Volunteers Needed

Organization: Horizons for Homeless Children

Time: 00:60

Aired: August 30, 2015

Topic: Animal Welfare

Organization: Greyhound Friends

Time: 00:30

Aired: August 30, September 6, 20, 2015

Topic: Avoid Social Media Easy Money Scams

Organization: Better Business Bureau

Time: 01:30

Aired: September 6, 2015

Topic: CPR AED Certification Course (September)

Organization: Health Ed of New England

Time: 00:30

Aired: September 6, 13, 2015

Topic: Walk to End Lupus Now

Organization: Lupus Foundation of America

Time: 00:15

Aired: September 20, 27, 2015

Topic: Good News for Girls Everywhere

Organization: Girl Scouts

Time: 00:30

Aired: September 27, 2015

PUBLIC SERVICE ANNOUNCEMENTS

Topic: Diabetes 10 City Challenge

Organization: Glaxo Smith Kline

Time: 00:60

Aired: 7/5/15

Topic: Playground Safety

Organization: American Academy of Orthopaedic Surgeons

Time: 00:60

Aired: 7/5/15, 8/23/15

Topic: A Baby's Story

Organization: March of Dimes

Time: 00:60

Aired: 7/5/15, 9/13/15, 9/20/15

Topic: Joan Rivers-Osteoporosis

Organization: American Academy of Orthopaedic Surgeons

Time: 00:30

Aired: 7/5/15

Topic: Spay or Neuter

Organization: People for the Ethical Treatment of Animals (PETA)

Time: 00:30

Aired: 7/5/15, 9/20/15, 9/27/15

Topic: Don't Be Blind to Diabetes

Organization: American Diabetes Association

Time: 00:60

Aired: 7/5/15, 8/16/15, 8/23/15, 8/30/15

Topic: Reduce. Relight. Recycle.

Organization: Compact Fluorescent Lightbulb Recycling, National Electrical Manufacturers Association

Time: 00:30

Aired: 7/5/15, 7/26/15

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:20

Aired: 7/12/15 (x2)

Topic: Pertussis/Jennifer Lopez

Organization: March of Dimes

Time: 00:60

Aired: 7/12/15

Topic: Toprol Excel

Organization: Astra Zeneca

Time: 00:60

Aired: 7/12/15

Topic: Run to Home Base

Organization: Red Sox Foundation and Massachusetts General Hospital Home Base Program

Time: 00:30

Aired: 7/12/15, 7/19/15

Topic: Paramedic—Heart Attack Warning Signs

Organization: American Heart Association

Time: 00:30

Aired: 7/19/15

Topic: Protect Yourself/Everyday Choices

Organization: American Heart Association, American Diabetes Association, American Cancer Association

Time: 00:30

Aired: 7/19/15

Topic: Clean Your Room—Stroke Warning

Organization: American Heart Association

Time: 00:30

Aired: 7/19/15

Topic: Chronic Fatigue Syndrome

Organization: Chronic Fatigue Syndrome

Time: 00:30

Aired: 7/19/15, 8/2/15, 8/30/15

Topic: Ashley Judd

Organization: Peace Corps

Time: 00:30

Aired: 7/26/15

Topic: Adopt, Don't Shop—Rachelle Lefevre

Organization: Best Friends Animal Society

Time: 00:30

Aired: 7/26/15

Topic: Pertussis

Organization: Sanofi Pasteur, March of Dimes

Time: 00:60
Aired: 8/2/15 (x2)

Topic: Lisa Edelstein—Choosing Healthy Foods
Organization: The Cancer Project
Time: 00:30
Aired: 8/2/15

Topic: Give New Pets a Healthy Head Start
Organization: American Veterinary Medical Association
Time: 00:30
Aired: 8/9/15, 9/27/15

Topic: Video Game Ratings
Organization: Entertainment Software Rating Board
Time: 00:30
Aired: 8/9/15

Topic: Mike Farrell—Youth Violence
Organization: People for the Ethical Treatment of Animals (PETA)
Time: 00:30
Aired: 8/16/15

Topic: Imagine
Organization: St. Jude Children's Research Hospital
Time: 00:60
Aired: 8/16/15

Topic: Alison Sweeney—Healthy Eating
Organization: Gerber
Time: 00:60
Aired: 8/16/15

Topic: Boating Safety
Organization: American Academy of Orthopaedic Surgeons
Time: 00:60
Aired: 8/16/15, 9/20/15

Topic: Veteran Affairs—Make the Connection
Organization: US Department of Veterans Affairs
Time: 00:30
Aired: 8/16/15

Topic: Someday
Organization: Social Security Administration

Time: 00:30

Aired: 8/16/15, 8/30/15

Topic: Jon Bon Jovi—United We Serve

Organization: Corporation for National & Community Service

Time: 00:30

Aired: 8/23/15

Topic: Childhood Obesity

Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services

Time: 00:30

Aired: 8/23/15, 9/13/15

Topic: Talking to Your Doctor

Organization: American Academy of Orthopaedic Surgeons

Time: 00:60

Aired: 8/30/15, 9/13/15

Topic: Dinner Party—Food Safety

Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services

Time: 00:30

Aired: 8/30/15

Topic: Carpal Tunnel Syndrome

Organization: American Academy of Orthopaedic Surgeons

Time: 00:60

Aired: 9/13/15

Topic: Date to the Doctor

Organization: American Academy of Orthopaedic Surgeons

Time: 00:60

Aired: 9/20/15

Topic: Samuel L. Jackson—Pediatric Cancer

Organization: Stand Up to Cancer, St. Baldrick's Foundation

Time: 00:30

Aired: 9/20/15

Topic: Stroke Warning Signs

Organization: American Stroke Association

Time: 00:60

Aired: 9/27/15

Topic: Aphrodite's Spa—Check Yearly, See Clearly

Organization: AARP, Vision Council

Time: 00:60

Aired: 9/27/15

Topic: Quit Smoking

Organization: Nicorette

Time: 00:60

Aired: 9/27/15

Topic: September is Peripheral Arterial Disease (PAD)

Organization: Bristol-Myers Squibb

Time: 00:60

Aired: 9/27/15

Topic: Stroke Warning Signs

Organization: American Stroke Association

Time: 00:15

Aired: 9/27/15

Public Service Campaigns

WAAF raises awareness & funds for veterans in 3rd quarter 2015

Mistress Carrie participated in the Run to Home Base on Saturday, July 25th at Fenway Park. The event raised funds for the Red Sox Foundation and Massachusetts General Hospital Home Base Program, which helps Iraq and Afghanistan veterans and their families with post traumatic stress and traumatic brain injury.

WAAF promoted and sponsored blood drive in 3rd quarter 2015

WAAF promoted and sponsored the WAAF Annual Blood Drive at the Sheraton Hotel in Framingham on Tuesday, August 25th. Hill-Man Morning Show, Mike Hsu, and Mistress Carrie broadcast live from the hotel throughout the event. Over 165 units of blood were collected for the American Red Cross, which means that this event could help up to 495 hospital patients in need.

WAAF raised funds for various local families in 3rd quarter 2015

The 6th Annual Great New England BBQFest at Wachusett Mountain was held on October 3rd and 4th. Morning Show personality Greg Hill hosted the event to benefit his charity foundation. The Greg Hill Foundation responds to immediate requests for assistance, to improve the lives of local families touched by tragedy, through matching the charitable donation of Greg's media audience.

WAAF promoted and sponsored various charity events in 3rd quarter 2015

WAAF promotes and sponsors various charities with on-air mentions in the segment called "Give 'Em Hell-p." These PSAs highlight 1-2 charity events with which WAAF is participating.

WAAF website promotes charity work in 3rd quarter 2015

WAAF's website continues to promote various charities by providing information to the community. WAAF's website links listeners with community events like the Air Force Association Golf Tournament for Deployed Military Personnel, Families and the New England Shelter for Homeless Veterans, Silkie March/Pub Crawl to benefit Irreverent Warriors, WAAF Blood Drive to benefit the American Red Cross, Massachusetts Fallen Heroes Memorial, 4th Annual Olivia's Ride to benefit Boston Children's Hospital, Boots & Strings Festival to benefit Hero Helpers of America and Ernie Boch Jr.'s Music Drives Us, 12th Annual Texas Roadhouse Motorcycle Ride to benefit Homes for Our Troops, Skating for Hope to benefit cancer patients, Our Nation's Heroes Golf Tournament to benefit Salute Military Golf Association, Rolling Thunder Mass Chapter 1 Ride for Remembrance, Woburn Fire Department's Night of Comedy to benefit Muscular Dystrophy, 5th Annual SPC Matthew Pollini Memorial Motorcycle Run to benefit Greater Worcester Community Foundation—Matthew Pollini Memorial Fund and the Red Sox World Series Trophy to visit Girls Inc. of New Hampshire to benefit the Jimmy Fund and Dana Farber Cancer Institute.